

## EUREKA RESEARCH

### Final Report

### *Provision of Monitoring & Evaluation Services for Public Information and Awareness Activities*

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## 1. Introduction

Public information and awareness raising has become an integral element of development efforts. Changing perceptions and habits of the local population and thereby opening the social environment to change is often a pre-condition for development programs to achieve their full impact. This is also the case for the Land Reform in Afghanistan (LARA) program which is funded by USAID to address the large variety of social conflict related to land ownership in Afghanistan. Meant to serve as a pilot study, the media campaign implemented by Tetra Tech focused on a limited geographic area and audience - the general population in Kabul district. Employing a combination of media outlets, including radio, TV and print, the campaign sought to disseminate one key message - women's rights in property and inheritance law.

### 1.1 Aim of Research

After completion of the campaign Tetra Tech, the implementing partner for LARA, sought to evaluate its public information and awareness raising efforts. The research was designed to inform Tetra Tech on the overall impact, point out campaign elements and products that had particular effect, and identify potential shortcomings in the outreach to the various target groups. Based on the findings, the outline of a nation-wide media campaign shall be discussed.

Following an outline of the general methods applied for the research, the study will start with presenting an overview on the exposure of the general population to the messaging and their perceptions on it. This will allow us to gather first indications on the quality of the media products and effectiveness of the individual dissemination channels. In the ensuing two chapters on knowledge levels and attitudes with regard to the subject we will then attempt a more comprehensive analysis of the impact of the campaign. Lacking the information of a baseline study, we will compare responses from cohorts that were exposed to the messaging with respondents who were not to establish the campaign impact. At the same time, the analysis of knowledge and perceptions will identify social groups that are less susceptible to the messaging and may be considered for more intensified coverage in future efforts.

### 1.2 Research Methods

The research methods for this assessment were quantitative only and involved a total of 1200 survey interviews. In being defined as a street survey that is linked to implementation sites, many methodological challenges of research usually encountered did not apply to this project. Nonetheless, the research efforts required a detailed survey design and field instructions to ensure that the data collected accurately represents knowledge levels and perception trends.

The research took place in Kabul province and focused on app. 50 sampling points where Tetra Tech has placed billboards for the campaign. Target groups were aligned to that of the media campaign, i.e. the general population was approached. Random sampling ensured that all relevant socio-economic groups, such as age, gender, wealth group and education levels, were represented.

Both men and women were selected from passers-by at the billboard locations and households located in the proximity of these locations.

### 3. The Media Campaign - Campaign Exposure and Product Assessments

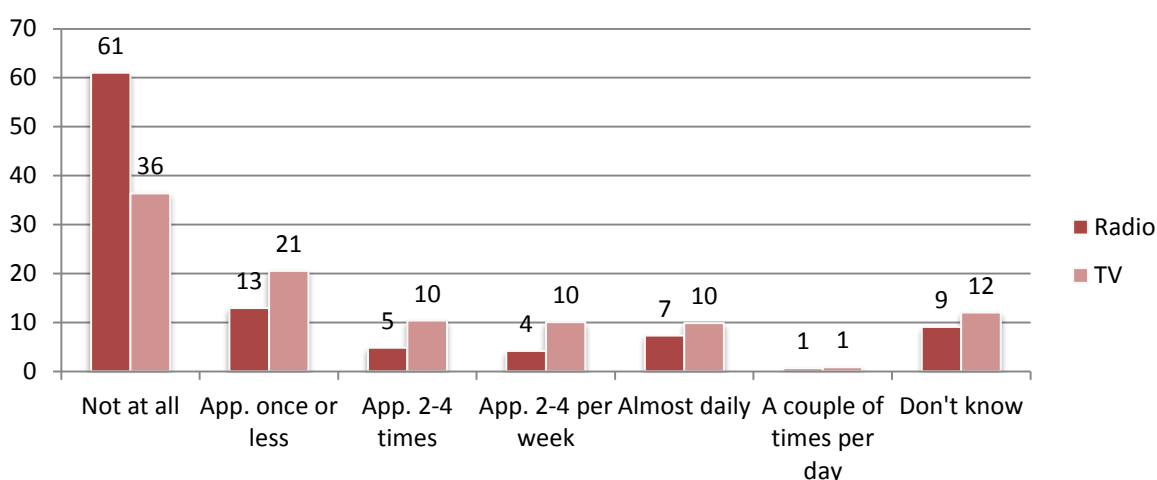
In the following chapter, we will offer an overview on the campaign outreach and the general approval rates for its products.

#### 3.1 Campaign Outreach

##### 3.1.1 Overall Campaign Outreach

The widest audience the campaign achieved with the billboards and TV. 64% of the respondents stated to have noticed billboards that carried messages on women rights in inheritance law. 21% noticed such messages in TV on a regular basis (2-3 times per week/almost daily/several times per day), whilst 36% stated to 'not at all' have seen TV spots on the subject. For the radio spots, outreach was noticeable smaller. 61% of the respondents stated to have not heard any spots on the subject (see figure 1).

**Figure 1** Exposure to TV/Radio Messages on Women Rights and Inheritance Law - Radio vs. TV (Overall)



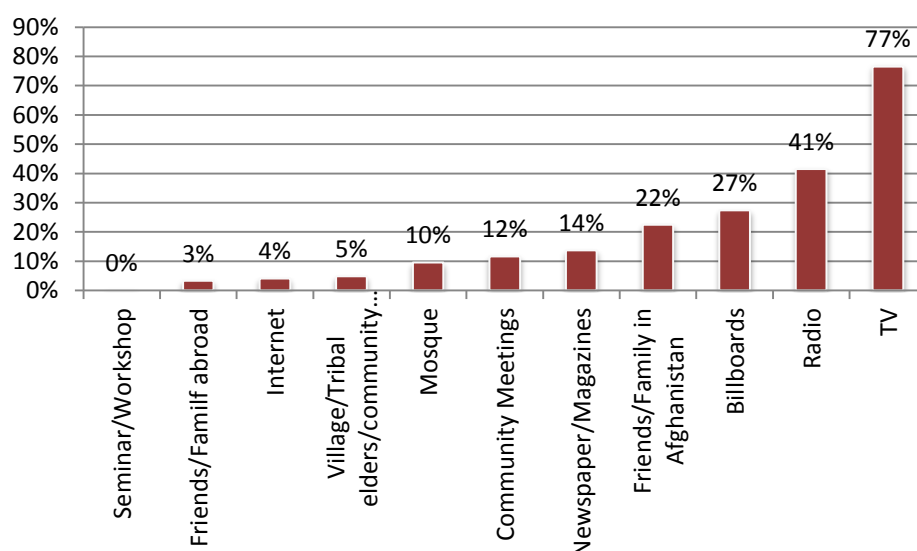
Follow-up questions on the exact channel and content of the radio and TV spots indicate that the actual number of audience is lower than that shown by the survey data. As is often

the case in surveys that inquire about audience rates, some respondents assumed they are expected to have noticed such media spots and subsequently incorrectly declared to have done so. In the responses to the follow-up questions, those respondents cannot present any details on spots. Though, it is difficult to distinguish those cases from respondents who actually saw or heard the products, but cannot remember them. Confusion with other media campaigns on Women Rights in more general terms also seemed to have affected the survey results. Some of the content described by the respondents clearly belongs to communication efforts from other organizations.

A review of the results on the follow-up questions resulted in 19% of the respondents being able to repeat content of the radio spots and 29% of the respondents being able to do so for the TV spots.

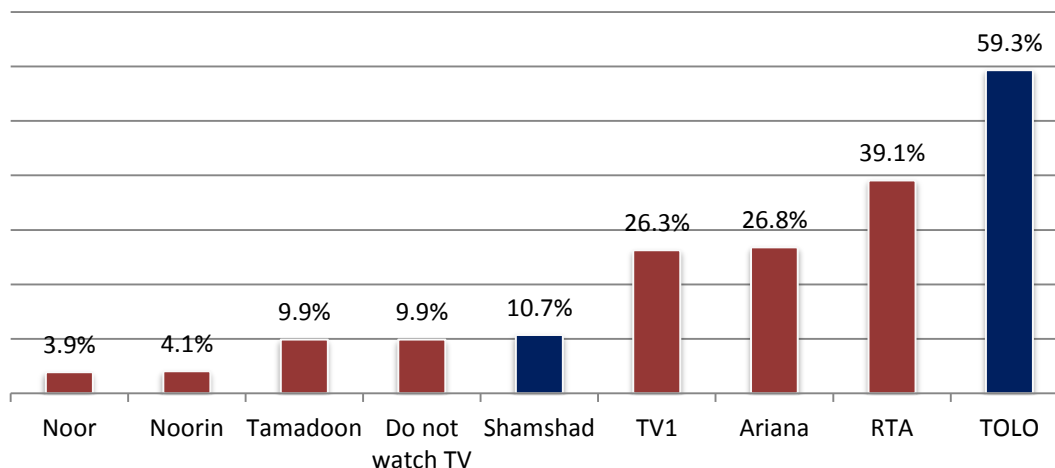
The outreach gap between radio and TV in both initial and revised findings can be explained with the clear advantage of television in Kabul's media landscape. 77% named TV as a frequent source of information. Radio, though second most frequently named source, only played a role for 41% (see figure 2). When asked about the most frequent source, the gap between TV (70%) and radio (18%) widened further. With such high audience rates for TV, it will be difficult to extrapolate findings from the survey to the country-level where the rural population which has significantly less access to TV is represented more strongly.

**Figure 2: Sources of information used regularly (Overall)**

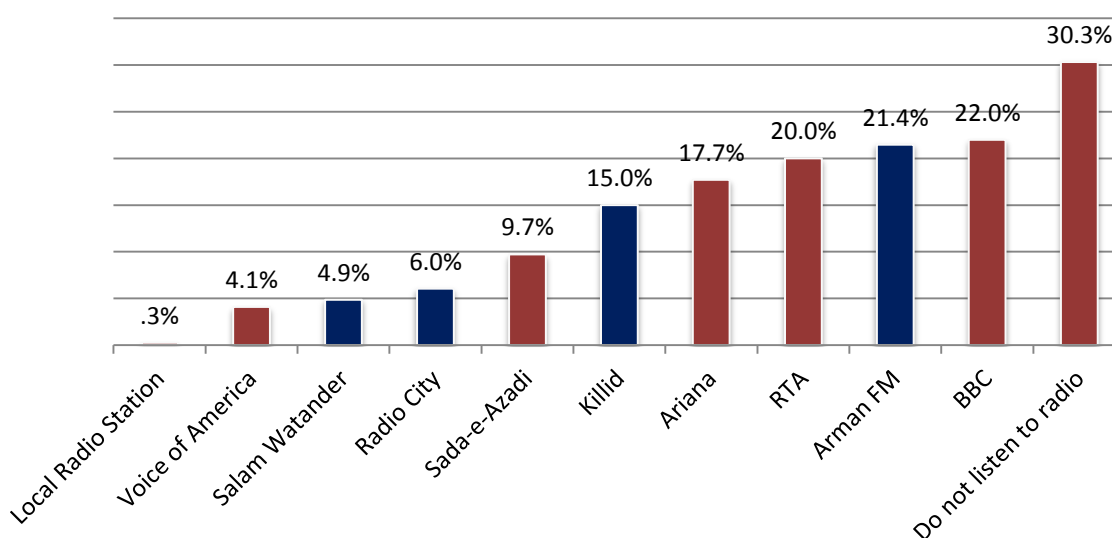


The survey findings show that in the selection of channels for both radio and TV products popular and less popular media outlets were combined (see figure 3 and 4). Outreach could have been maximized by revising the selection. On the other hand, each channel has its particular audience groups and selection of the media outlets may have been informed by such considerations.

**Figure 3** Outreach of Campaign Channels - TV (Tolo, Shamshad - marked blue)



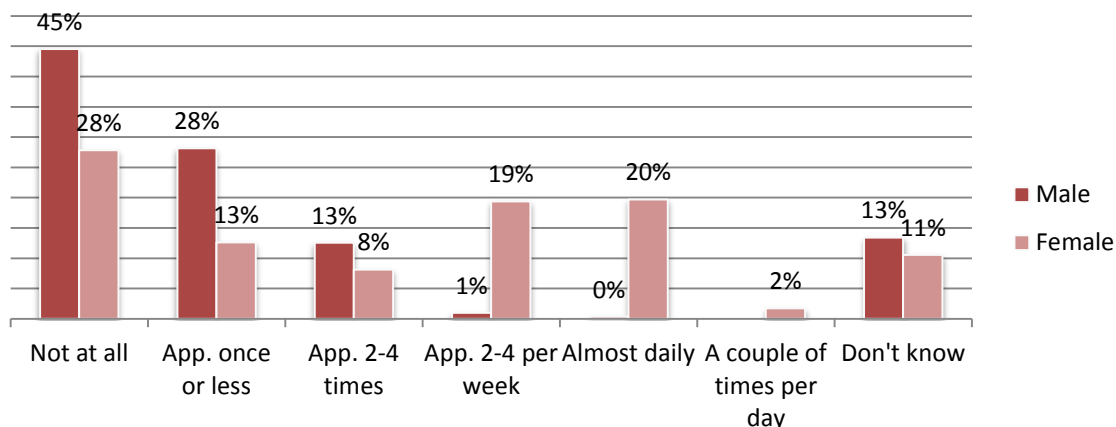
**Figure 4** Outreach of Campaign Channels - Radio (Arman FM, Killid, Radio City, Salam Watander, Youth FM - marked blue)



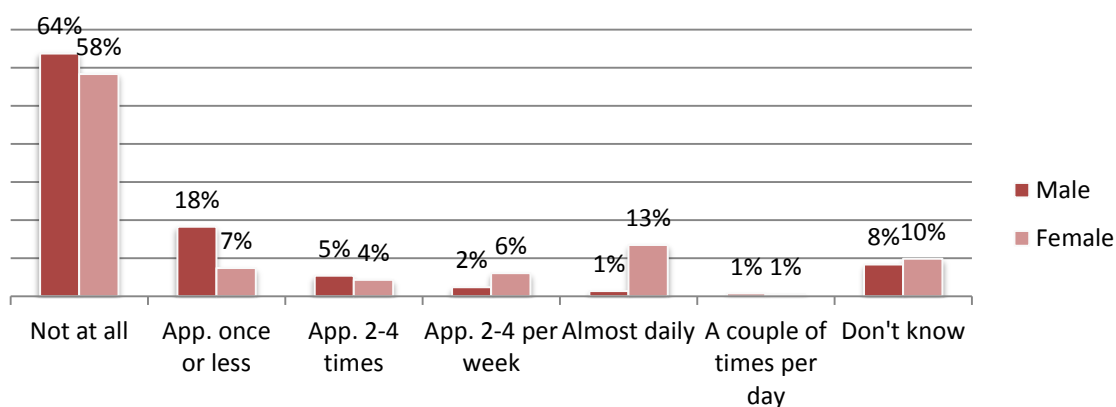
### 3.1.2 Campaign Outreach by Social Group

More women than men were reached by the campaign. In particular for the TV outreach, women feature significantly more often as respondents who confirm to have seen the TV spots. For the radio spots, the difference is less notable. Similar results are obtained when reviewing the revised responses in which credibility of the statement was verified through follow-up questions, as described earlier.

**Figure 5: Exposure to TV/Radio Messages on Women Rights and Inheritance Law - TV (By Gender)**



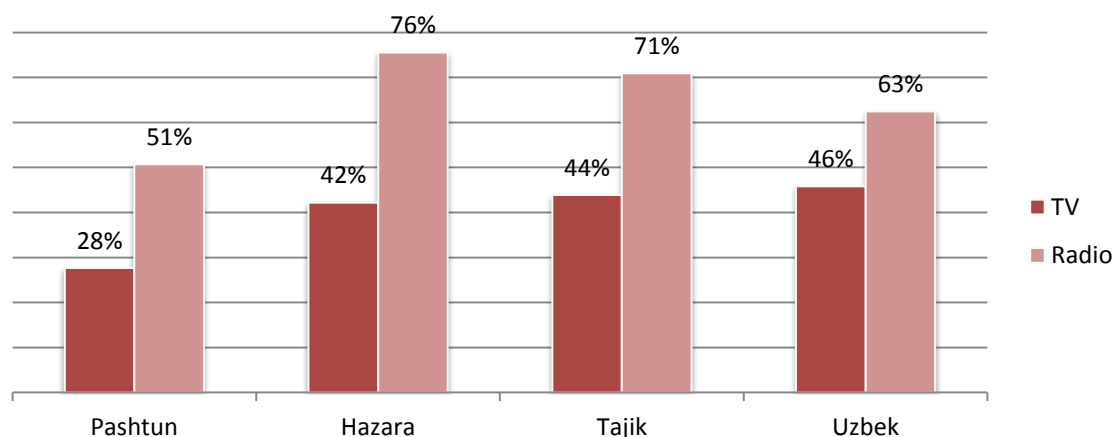
**Figure 6 Exposure to TV/Radio Messages on Women Rights and Inheritance Law - Radio (By Gender)**



Viewed by ethnicity, the survey findings indicate that Pashtons were most exposed to the media campaign. For the remaining major groups, TV rates are comparable, whilst radio spots seemed to have been least noted by the Hazara community.<sup>1</sup>

<sup>1</sup> Overall, 11 different ethnic groups were covered by the survey. Lacking sufficient numbers of respondents for the majority of them, the analysis focuses on the major four groups - Pashtons, Tadjik, Hazara and Urzбек.

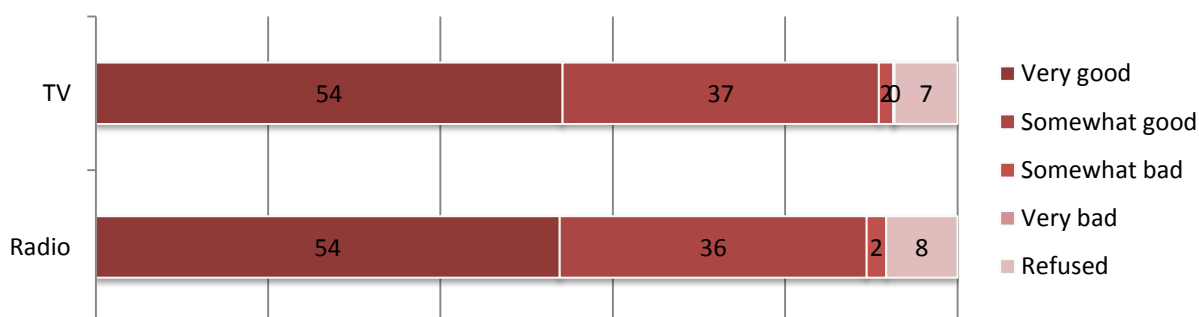
**Figure 7** Exposure to TV/Radio Messages on Women Rights and Inheritance Law by Ethnicity - TV vs. Radio ('Not at all')



### 3.2 Product Evaluation

According to the survey findings, the audience generally approved of the product quality in all three segments of the media campaign. The majority of respondents, who claimed to have seen the radio and TV products, described them as 'very good'. An additional third thought they were 'somewhat good' (see figure 8).

**Figure 8:** Assessment of TV and Radio Products



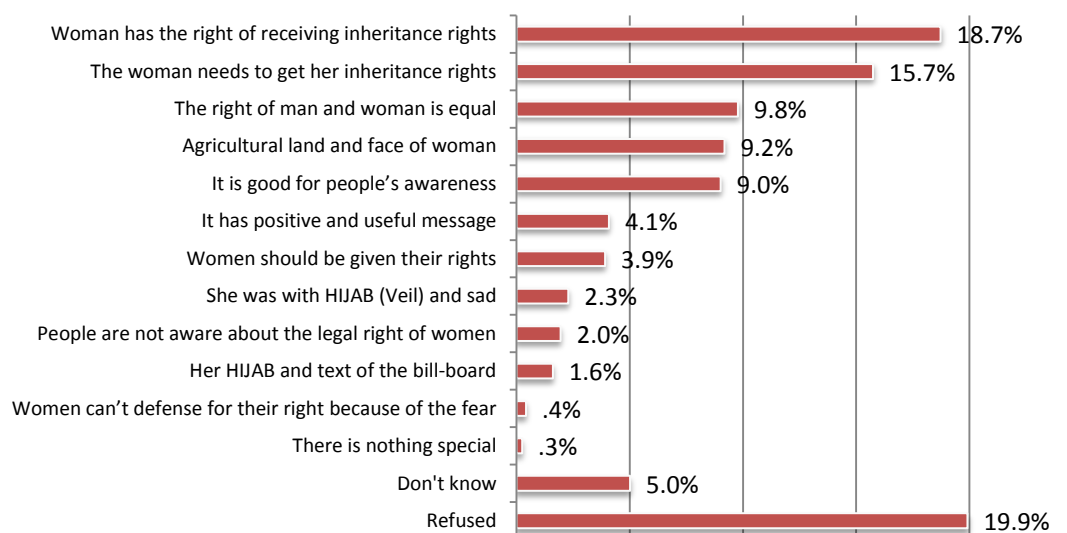
Billboards also were reviewed positively by most respondents. 90% said that they liked the billboard. Prompted by the surveyors to comment on what they liked about it, 54% of the respondents referred the importance of the subject (see figure 9). Mixed results were found for the style elements, as some respondents highlighted the conservative clothes of the depicted women as good, whilst other individual respondents criticized them as not sufficient enough. Several of the negative comments articulated in the survey can be understood as general criticism about billboards, may it be for aesthetical or religious reasons (see table 1).



Valid concerns were raised by a few respondents who doubted that the message would be accessible to illiterate viewers. The fact that the question on what was liked about the billboard did receive a relatively high refusal and don't know rate (25%) and 9% only knew to reply by vaguely describing the picture they were shown, supports the concern that Afghan's well-known politeness led to data manipulation. 28% of the survey participants were found to be illiterate. Amongst women this figures climbs to 39%. It is questionable whether those respondents indeed fully understood the billboard message without help of the surveyors.

Finally, some respondents used the opportunity to comment on the billboard for recommendations on a stronger design, such as using an old women with children (see table 1).

**Figure 9: What do you like about the billboard**



**Table 1**

Aspects not liked about the Billboard Design	Mentions in %
She must have been an old woman	.1
Injustice happened to her	.1
Mountains	.1
I dislike the word of death	.1
She must have worn old and dirty clothes	.2
It is only song of USAID	.2
A picture of the woman who is working for commercial advertisement is not good on the bill-board	.3
Most of the people look to woman instead of looking to the information and it would be better if she has worn BURQA	.3
A picture of old woman with her children in an old house or coffin instead of young woman	.4
It causes women to become demanding	.4
Illiterate people can't understand the inheritance rights	.5

There was not Pashto text	.5
Taliban doesn't let women pictures to be on bill-boards	.8
The picture quality is worse	.9
Watching pictures of women who are not our relatives is not allowed in Islam	1.3
There should be a ruined house with her children on the picture	1.3
It would be better if there is any other method	1.3
Death of her husband	1.7
I like everything of the billboard and there is not anything I dislike	7.8
Refused	46.3
Don't know	35.5

### 3.3 Summary

In employing TV, radio and billboards, the media campaign achieved significant outreach. Billboards and TV proved to be the media outlets with the largest outreach, although general data on the use of information resources suggest that billboards offer weaker stimulation than TV or even radio. When analyzing the findings, it has to be kept in mind that some of the responses may be influenced by external factors or local patterns replying to knowledge questions. The same is true for the product assessments where the general opinion was positive, but individual indicators suggest that not all respondents replied truthfully.

## 4. Knowledge Levels on Rights of Women in Inheritance Law

In order to understand the wider impact of the media campaign, the analysis will now turn to assess the knowledge of respondents on the subject communicated by the campaign. This concerns the rights of women in inheritance and property law as well as the role of the Ministry of Women's Affairs in supporting women claiming their right.

### 4.1 Knowledge on Inheritance Law - Overall

In order to assess the knowledge of respondents on inheritance law, the survey included a battery of statements for each of which respondents had to decide on whether they are true or false. Overall, the survey data suggest that Kabul's population is aware of the rights of women in inheritance and property law. At maximum 21% replied to the statements incorrectly (see table 2)

**Table 2: Knowledge levels on Inheritance Law (correct answers marked in green)**

Statement	True (in %)	False (in %)	Don't know
According to Afghan Law, women do not have the right to own property.	6.6	89.4	4.0
In Afghan law, if a husband dies who has no children, his wife shall not receive any inheritance.	16.2	74.8	9.0
In Afghan law, if a husband dies who has no children, his wife shall receive ¼ of the inheritance	64.9	21.2	13.9

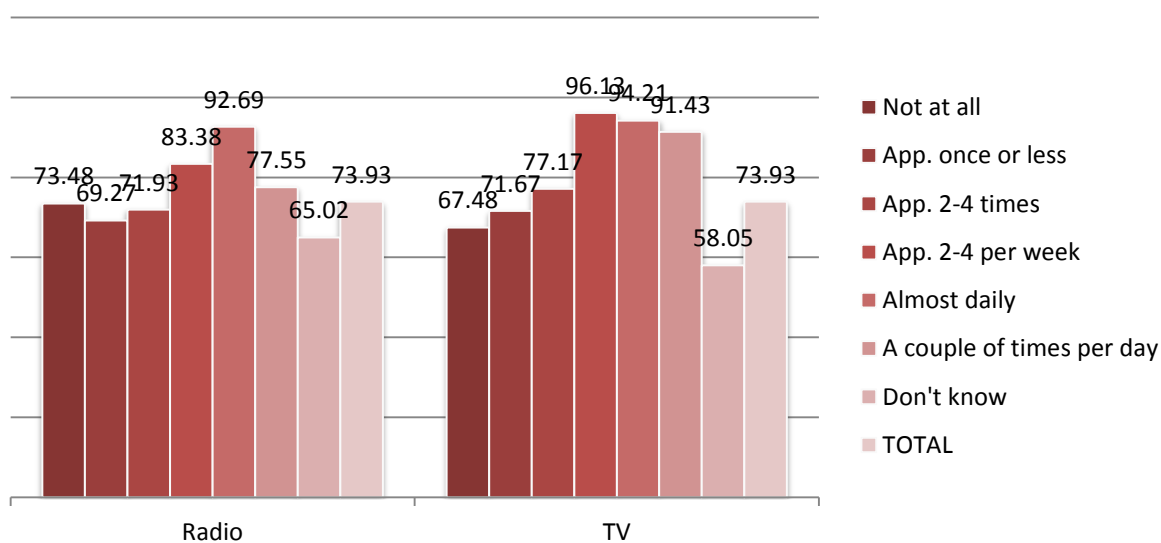
In Afghan law, if a husband dies who has children, his wife shall not receive any inheritance.	9.7	77.8	12.5
In Afghan law, if a husband dies who has children, his wife shall receive 1/8 of the inheritance.	74.4	13.5	12.1
In Afghan law, if a man dies and he does have a son, his daughters shall not receive any inheritance.	11.9	72.0	16.1
In Afghan law, if a man dies who has only one daughter, the daughter shall receive 1/2 of the inheritance.	64.3	18.3	17.4

In order to analyze the findings in more detail, the responses were transformed into overall percentages for correct replies.

#### 4.2 Campaign Influence and the Role of Gender

Viewed by exposure to media products, the findings suggest that the more often a respondent had noticed the radio or TV products the higher the score in the knowledge test (see figure 10). For the billboards the correlation is weaker. Those respondents who had seen the billboards scored 77%, compared to the 70% score of the respondents who stated to not have noticed the billboards before.

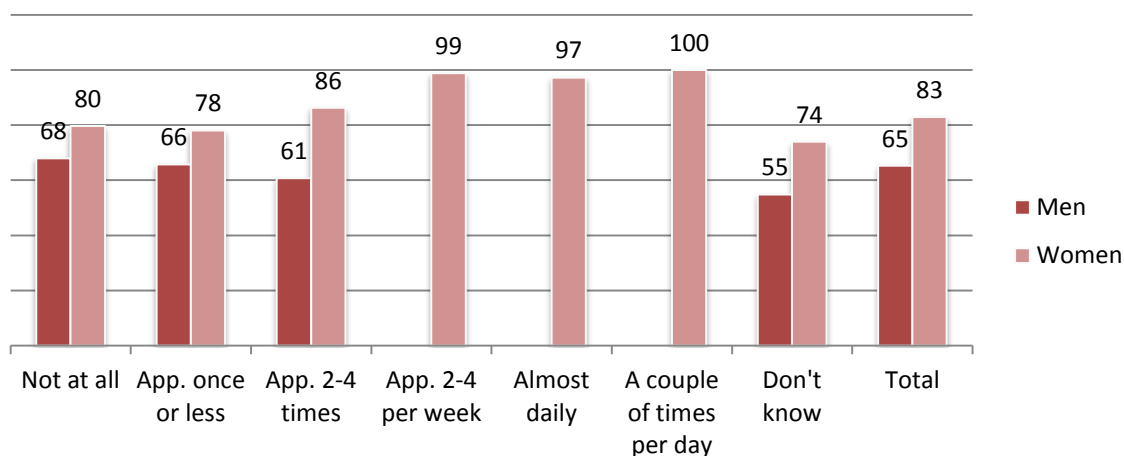
**Figure 10: Knowledge scores by Media Campaign Exposure - Radio vs. TV**



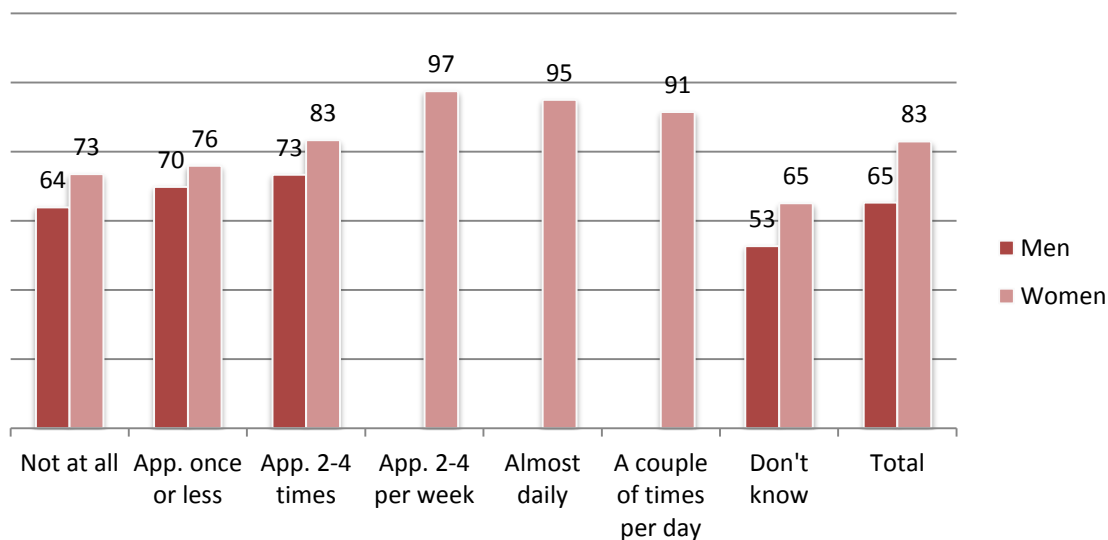
However, women (83%) scored significantly higher on the knowledge test than men (65%). In combination with the finding from chapter 3 which pointed to women being more often reached by the campaign, we have to test the correlation between knowledge score and media exposure for interfering factors. Filtering the findings by gender, we find that indeed the relationship between knowledge score and media campaign exposure differs for men and women. With women reaching high knowledge scores in general, the impact of the campaign is marginal, but identifiable. (see figures 11 and 12). For men whereas more frequent exposure to radio spots did not lead to improved knowledge scores, while TV spots seem to have had a small impact on scoring of male respondents.

Using the revised data on campaign exposure, no significant improvement in scoring can be established for men [radio spots - yes (64), no (66); TV - yes (67), no (65)]. For women in contrast the improvement becomes more visible [radio spots - yes (96), no (80); TV - yes (95), no (76)].

**Figure 11: Knowledge scores by Media Campaign Exposure - By Gender (Radio)<sup>2</sup>**



**Figure 12: Knowledge scores by Media Campaign Exposure - By Gender (TV)<sup>3</sup>**



These findings raise the question on whether knowledge scores reflect not only education on the subject, but are affected by beliefs. Comparing the knowledge scores between respondents who declared to like the billboards (76%) and those who did not like the

<sup>2</sup> Findings for men on three categories (App. 2-4 per week to A couple of times per day) were deleted due to small number of respondents.

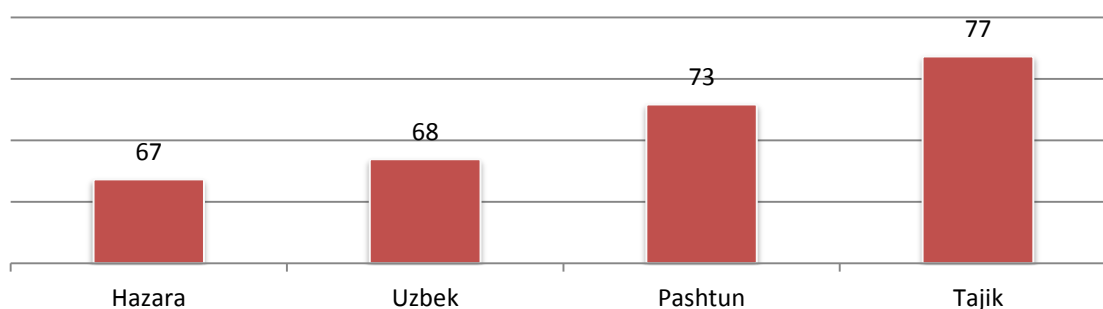
<sup>3</sup> Findings for men on three categories (App. 2-4 per week to A couple of times per day) were deleted due to small number of respondents.

billboards (61%) supports this assessment. Overall, it seems that the media campaign achieved increased awareness amongst women, yet did not convince the male audience.

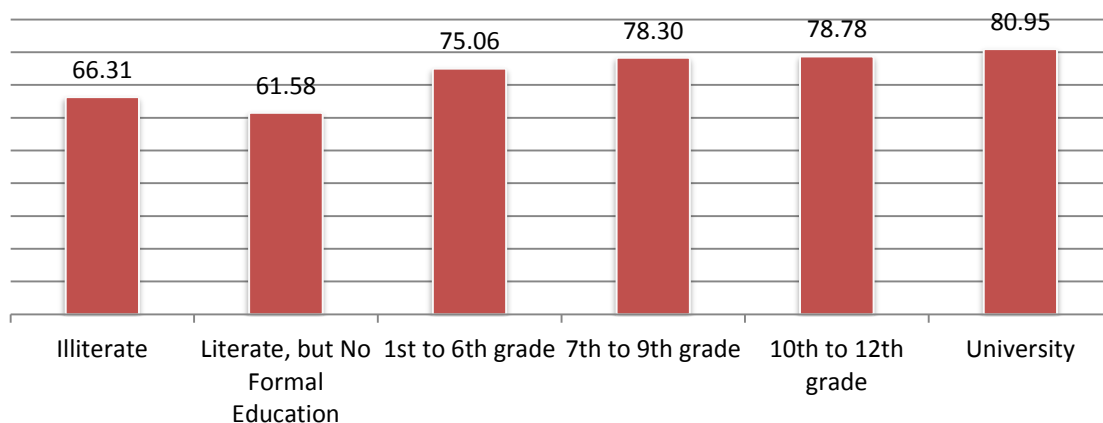
#### 4.3 Knowledge Scores by Social Group

Apart from gender, the survey data suggest that several social factors impact on knowledge scores. This is the case for ethnicity where Tadjiks and Pashtons demonstrate better results than Hazaras and Uzbeks (see figure 13). Education influences knowledge scores positively (see figure 14), and the longer respondents have lived in Kabul the more they agree with the statements on inheritance law (see figure 15). In terms of assessing the media campaign as a pilot, this means that significantly lower knowledge levels could be expected in the expansion areas where education levels are lower.

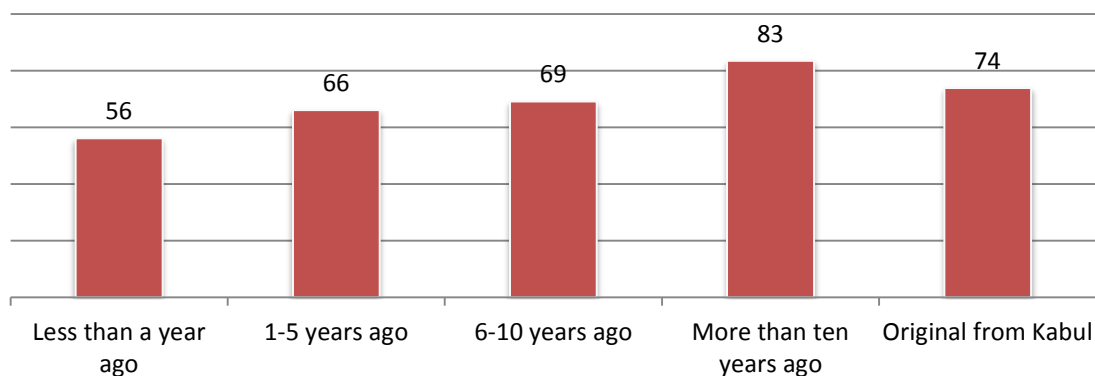
**Figure 13: Knowledge scores by Ethnicity**



**Figure 14: Knowledge scores by Literacy Level**



**Figure 15: Knowledge Scores by Origin - Moved to Kabul in...**



### 4.3 Summary

Knowledge scores are relatively high overall, but significantly vary for the social groups. In particular for gender significant gaps were observed. At the case of male and female responses, the analysis also showed that the media campaign may have achieved increased awareness where the audience was susceptible, yet did not manage to convince those social groups that are more likely to reject women's rights in inheritance and property law.

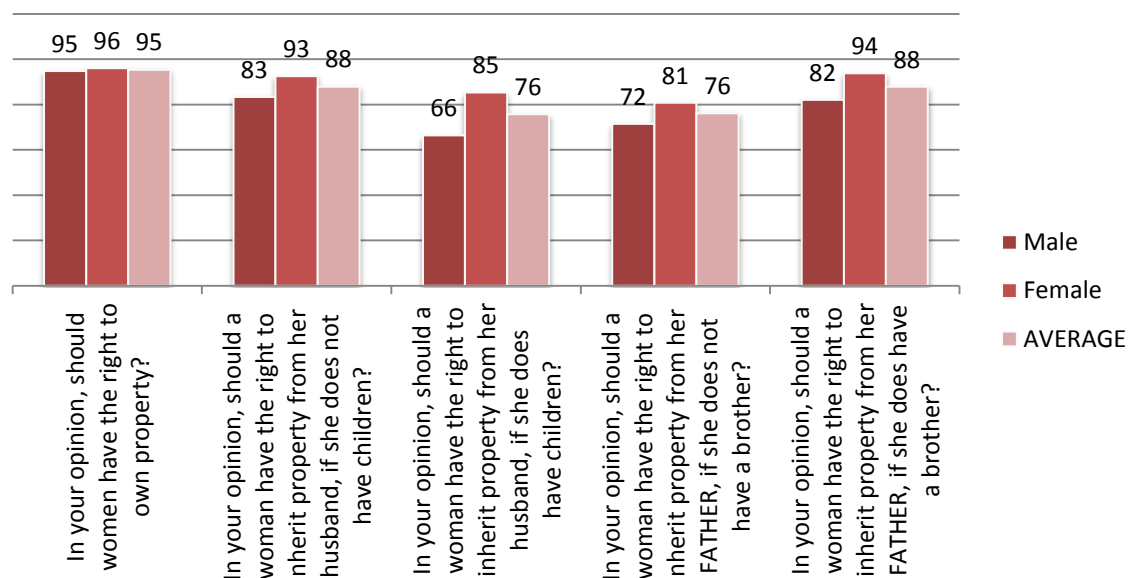
## **5. Attitudes and Social Practice**

Establishing the impact of a media campaign normally requires analyzing how changes in knowledge levels translate into perceptions and social behavior. Considering that the media campaign has been short-time and data collection took place immediately after completion of the media campaign, we cannot expect to find any change in actual behavior. Nonetheless, social behavior shall be included in this chapter to inform future communications efforts of the client.

### 5.1 Attitudes on Rights of Women in Property and Inheritance Law

Few respondents expressed a negative opinion on women's rights in inheritance law. The majority agreed with all five statements on women inheriting after the death of their husband or father. Filtered by gender, we see that it has a minor impact on responses to individual statements (see figure 16), with between 10-20% male respondents less agreeing than female respondents.

**Figure 16: Opinions on Rights of Women - By Gender**



Ethnicity does not play any significant role, with the exception of Hazara responses on statement three which are 13% below average. Education level, origin and exposure to media products also do not seem to be relevant factors.

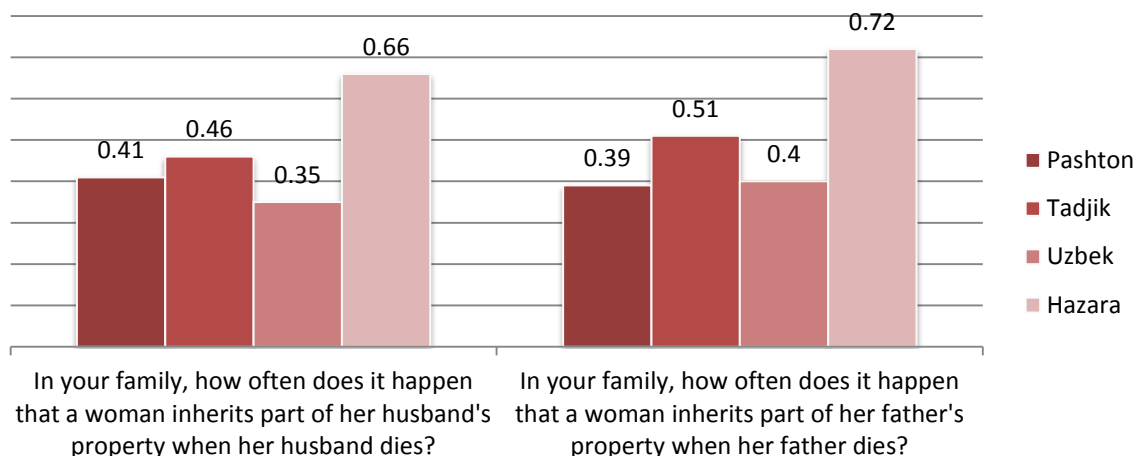
## 5.2 Social Practice and Rights of Women in Property and Inheritance Law

In contrast to the general support that was expressed for rights for women in inheritance law, common practice does not appear to have changed. 49% stated that women 'rarely' or 'never' inherit after their husband dies. Similarly, in 47% of the households women do not receive a share in the inheritance in the event their father dies.

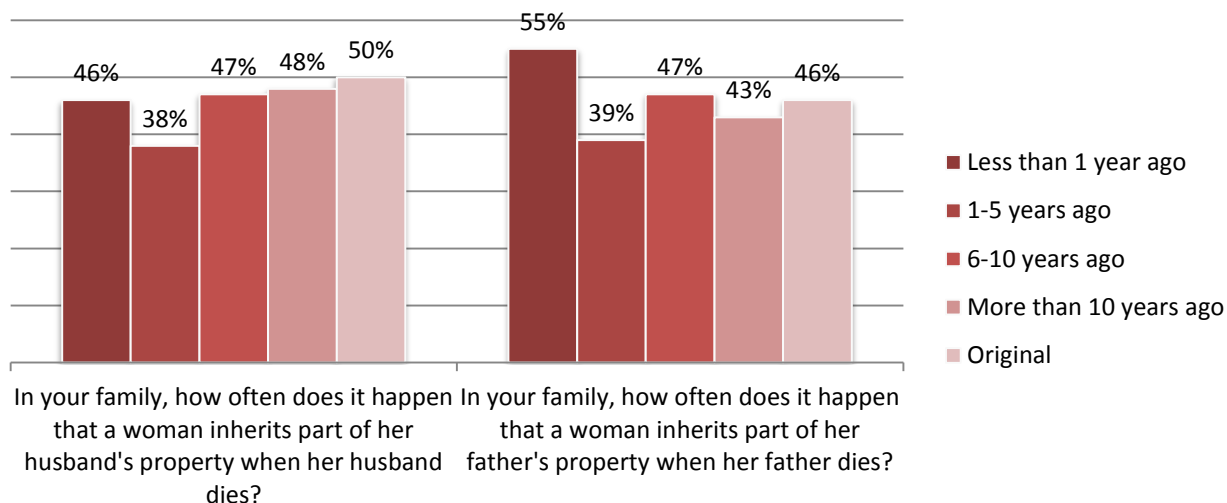
Broken down for the relevant social groups, we find that Hazara households do not only express less support for women's rights, but also are less likely to consider wives and daughters in the distribution of the inheritance (see figure 17).

The impact of education cannot be assessed for this particular factor of the analysis, since this would require information on the education levels of the decision-makers in the household. The only indication on the role of education can be obtained by cross-tabulating with the origin of the household. The results point to separate migration waves entering Kabul which are distinct in their social practices. Families that moved to Kabul between 1 to 5 years ago appear more open to inheritance rights for women than the most recent migrants (see figure 18).

**Figure 17: Social Practice of Inheritance for Women in the Household - By Ethnicity ('rarely/never')**



**Figure 18: Social Practice of Inheritance for Women in the Household - By Ethnicity ('rarely/never')**



### 5.3 Summary

The findings on wide-spread support for right of women to inherit and own property challenge the assumption made in chapter 4, that hidden beliefs affected the knowledge scores where respondents simply did not agree with the legal regulations. On the other hand, they also stand in stark contrast to the social practices reported which indicate a much more restricted approach to consideration of women in the distribution of inheritance. The data indicates a disconnect between personal opinion and household decision-making.

The survey findings also point to selected social groups that display more restrictive practices and could be included a priority target groups into future efforts, such as the Hazara community and households that recently migrated to Kabul.



## 6. Conclusions and Recommendations

The Monitoring & Evaluation study aimed at assessing outreach, quality and impact of Tetra Tech's pilot media campaign on rights of women in inheritance law. We found that all three elements of the media campaign - radio, TV and billboards - reached a broad audience. Due to Kabul's specific media landscape, TV was the most efficient instrument to disseminate the message. Billboards were accessible to a similar broad audience, but generated less effect due to their secondary character as sources of information. When analyzing the outreach, the study had to take into account that some respondents incorrectly claimed to have noticed the media products, did not remember details about them or confused Tetra Tech's media products with outreach efforts from other organizations.

Products of the campaign found general approval in the target audience. No significant objections were raised about the quality of radio and media spots, or the billboard design.

The campaign yielded a significantly higher impact on the female than the male audience. Knowledge scores improved for female recipients of the messaging, but rarely for male respondents. One reason for the inconsistent impact is the variations in media usage for men and women, as observed in chapter 3. It may however also be attributed to the design of the media products which primarily feature female roles and concerns.

Overall, it seems that the campaign achieved increased awareness amongst social groups that from the outset were more susceptible to the messaging. The products lacked the ability to convince social groups that were more critical about the subject. Social groups that featured as less susceptible to the right of women in inheritance law were men, illiterate, households that recently migrated to Kabul and the Hazara community.

Finally, the findings pointed to a significant gap between personal opinion and household decision-making. Whilst the vast majority of the respondents expressed support for the rights of women, in few households they were implemented. Individual knowledge and awareness on the subject has not yet been transformed into social practice.

The following recommendations can be made for future communications efforts:

- Target Groups - Sufficiently incorporate messages tailored to the male audience into the campaign design. Men display
- Messaging - Address the gap between personal opinion and social practices.
- Products - Revise the billboard design with view on illiterate audience.
- Channels - Adjust selection of dissemination channels to local conditions. Maintain combination of the three campaign elements, but prioritize TV and radio.